DIAGNOSTIC MEDIA AUDIT

The diagnostic media audit was proposed based on the assumption that the NCEL could increase overall profitability by increasing the effectiveness of its public relations efforts. As the media audit began and the strategies and tactics employed by NCEL came into focus, it became immediately apparent that NCEL has in place a wide-reaching and well designed media relations program. It is abundantly clear that NCEL is in the news; however, the biggest challenge now and in the future is getting the right story about NCEL in the news.

Methodology

The diagnostic media audit looked at the following categories of media outreach and coverage:

- **Players:** Defined as outreach on and coverage of winners/players
- **Marketing and Promotions:** Defined as outreach on and coverage of events and new games
- **Lottery Funding & Government:** Defined as outreach on and coverage of lottery earnings, education funding related to lottery and government action related to the lottery

Media relations tactical channels reviewed included print, television and social media. Consumer research shared by the lottery was also assessed.

Media Audit Approach

Media coverage of NCEL was assessed using a blend of social science analysis techniques and viewed through the lens of 25 years of media relations expertise.

Overall Tone and Topic

To determine a sense as to overall tone and focus of coverage, the media audit began with a cataloguing of all media coverage relevant to NCEL over the course of a year as provided in NCEL's daily news clip reports (which capture print, online and broadcast): July 2009-June 2010. The dates for which media coverage was examined were drawn by simple random sampling stratified by month. That is, for each month, simple random sampling chose five days for examination, or 60 days for the year reviewed. Although coverage was not available on one third of the initially selected days, the random selection of days does not apply to the weight of the lack of coverage and therefore the next available day was substituted in each case. On each day assessed, coverage was entered into a series of spreadsheets and categorized by market, category, tone and type of coverage. Type of coverage was defined as:

- Editorial (opinion pieces)
- News (just the facts)
- Letter-to-the-editor/LTE
- Features (articles without a timely news hook)